

# Top 10 Best Digital Marketing Tools for 2023

**1. MailChimp** is a social advertising and email marketing tool designed to orchestrate and automate digital marketing campaigns. It is one of the best digital marketing tools you can get to improve your campaigns and track the traffic generated. Moreover, the platform allows multiple integrations with different SaaS companies. MailChimp incorporates pre-built, customizable email automation that makes it easy for you to reach the right audience at the right moment. The best part is that you can keep your brand top of mind and delight your customers with happy birthday messages, welcome automation, and order notifications.

**2. Google Analytics** is a powerful digital marketing tool that can help you with numerous marketing decisions. You can easily track your e-commerce business as well as goals that can help keep your company on track. Using the innumerable data insights that Google Analytics provides, it is easy for marketers to understand the directions required to take with the website modifications and changes. All you have to do is install Google Analytics on your site, and you are ready to go.

**3. Google Ads** can work for almost any business; it doesn't matter whether it is small, medium, or large. While many marketers think that Google Ads is too expensive, it is one of the most powerful digital marketing tools that can help your business reach new heights. The best part about Google Ads is that return on investment (ROI) is relatively easy to measure. Moreover, new artificial intelligence features make the platform a lot faster and easier to use. The AI features can help you get results faster in Display advertising.

**4. Canva Business** If you are in digital marketing, you will understand the need for a quality design tool that can help you create impressive social media posts and other things in marketing. Canva is a prominent design tool that allows you to develop effective marketing campaigns through visual content that can be shared on your blogs, websites, social networks, and other platforms. Visual content is the backbone of any digital marketing campaign. In order to entice the targeted customer base, you need to design compelling posts.

**5. Trello** If you are looking for a content management tool that will help you brainstorm and strategize content for your digital marketing campaign, you can opt for Trello. It is one of the most popular content management tools used by hundreds and thousands of digital marketers worldwide to create, schedule, and organize content online. The platform keeps the whole team together, making communication a lot easier and manageable. You can assign multiple members from your team to a single card so that they can work on a project together. This way, you will know who's in charge of designing, writing, editing, posting, and adding call-to-action offers to a post.

**6. Slack** Digital marketers use Slack every single day. With Slack, you can discuss client work, new articles, new projects, new support tickets, share useful content and send messages. If you have a distinct team of digital marketers, you will need a powerful medium to make effective communication with them. This is where Slack comes into play. While it seems like a messaging app, it does a lot more than that. Slack can potentially tighten up your organizational efficiency. It is not a collaboration or a project management tool. It serves as a messaging platform with a rich collection of options and settings.

**7. Yoast SEO** is one of the most talked-about and used WordPress plugins that help digital marketers to optimize their websites to perform better in search results. Yoast SEO helps with the details where WordPress cannot do much from submitting sitemaps, managing keywords, creating content, and using webmaster tools, among other aspects.

**8. Survey Anyplace** is the best tool for marketing professionals to create fun and interactive quizzes, assessments, and surveys for their targeted customer base. It is a great digital marketing tool that will enable you to engage with your target audience and help build brand identity and personality.

If you are bored of traditional surveys to know the current demand for a product or business, you can use this tool to implement some quality surveys for your digital marketing campaigns that will help you in the long run.

**9. Ahrefs** offers a suite of search engine optimization tools, making it easier for you to optimize your website based on your marketing requirements. It is primarily used for checking backlinks, and with its massive data index, the tool is definitely one of the most sought after digital marketing tools in the market.

**10. SEMRUSH** is an all-in-one marketing toolkit that helps grow the online visibility of the business with SEO, content marketing, market research, advertising, social media management and search engine reputation management.

As per their official website, 7 million marketing professionals like to use SEMRUSH as their digital marketing tool. The tool has won many awards as the best SEO software. The tool is very easy to use where you just have to search out your keyword strategies, apply them and start tracking them. The tool is free for trial, but the user has to opt for paid plans after seven days.

What digital marketing tool is your business currently using that is not on this list?

P.S. Don't want to get bogged down with digital marketing? Talk with the digital marketer on your team and let them do the work. It's what they are good at.

